

## **METHOD FOR INTERNET SURVEYING USING BETTING INFORMATION**

### **ABSTRACT OF THE DISCLOSURE**

A method for conducting an Internet survey using betting information and, more particularly, a method for conducting a survey which analyzes the selection click and betting amount of a participant for a plurality of subjects surveyed during a predetermined term through a communicating network, such as the Internet, so as to analyze a preference degree and preference strength for the surveying subject. The method comprises the steps of inputting a plurality of subjects to be surveyed and information related thereto to a server computer, providing the plurality of subjects and the information to a participant computer, selecting a subject among the plurality of subjects at the participant computer, inputting a betting amount to said selected subject at the participant computer and transmitting the betting amount to said server computer, counting the number of clicks selecting each of the subjects during the predetermined term to choose a subject receiving the most number of selection clicks, paying a dividend proportional to the betting amount to the participants selecting the subject receiving the most number of selection clicks, analyzing a preference degree for each of the plurality of subjects; and analyzing a preference strength for each of the plurality of subjects based on the sum of the betting amount to each of the plurality of subjects.